

September 18, 2020

BY EMAIL

Jennifer Portell, Esq.
The Portell Law Group
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Dear Ms. Portell:

The Independent Insurance Agents & Brokers of America, Inc. (“IIABA”) is the nation’s largest association for independent insurance agents and brokers, representing the interests of more than a quarter of a million agents and their employees across the country. IIABA and its members are committed to providing insurance services to all people regardless of ability.

It has come to our attention that your firm has recently been targeting our members in several states with boilerplate demand letters. The letters allege that your client employs an accessibility “tester” who discovered purported access barriers on the agents’ websites and that our members are in violation of the federal Fair Housing Act and state analog. While IIABA and its members take any allegation of noncompliance with the law seriously, it is patently clear that your claims are frivolous and completely unsupported by fact or law.

At this time, we will allow our members and their own attorneys to respond to the numerous inherent deficiencies of these claims as appropriate. We are compelled, however, to note our view that your actions are unethical and constitute sanctionable conduct. These claims are not made in good faith and instead appear intended solely to scare unwitting recipients into quick monetary payments. Our members know better.

Thus, we request that you immediately cease and desist targeting our members with these demand letters and their spurious allegations. If you persist, we are confident that our members and their attorneys will pursue all remedies and counterclaims available under the law. As stated previously, IIABA and its members are committed to making insurance services accessible to all people, including those with disabilities. Your conduct serves only to distract from these efforts.

Sincerely,

Scott D. Kneeland
General Counsel